

Mayor and Councillors
COUNCIL

29 JANUARY 2015

Meeting Status: **Public**

Purpose of Report: For Information

REPORT BACK REGARDING INTERNATIONAL HOCKEY TEST MATCHES

PURPOSE OF REPORT

- 1 The purpose of this paper is to report back to Council following the two international hockey test matches held in November 2014 in which Council invested \$30,000.

DELEGATION

- 2 Council has the authority to consider this report.

BACKGROUND

- 3 On 24 July 2014, Council approved the following recommendations:
 - *“That the Council approves the provision of a grant of \$25,000 to the Kāpiti Community Recreational Turf Trust to help fund a proposed two international hockey test matches at the Kāpiti Turf in November 2014”*
 - *“That the Council approves a further \$5,000 for specific incidental costs associated with the test matches”*
- 4 At the meeting it was also requested: *“That staff report back to Council on the request to carry out an assessment of the economic benefits of the event”*
- 5 Kāpiti Coast District Council in partnership with Hockey NZ (HNZ) and Kapiti Community Recreational Sports Turf Trust (KCRTT) successfully hosted two international test matches on Friday 21 and Saturday 22 November.

CONSIDERATIONS

- 6 A project team was established to organise the test matches and supporting activities. This comprised representatives from The Kapiti Company Ltd (KCL), KCRTT, HNZ and Council.
- 7 On Wednesday 3 December, a debrief was held. Overall, the debrief concluded both events were highly successful and the following points were highlighted:
 - A total of 1,804 spectators attended the two nights
 - the events went well – overall satisfaction was high
 - project management from Council was highly effective and worked well
 - MOU process was not rushed, therefore much more effective
 - opportunities were openly offered such as connections with local iwi

- due to the nature of the event, HNZ were delayed in providing logistical information such as team arrivals etc
 - powhiri at Whakarongotai Marae was seen as excellent and HNZ commented on how no other area had offered it and made the trip “special”
 - 450 school age children were involved over the three days
 - attendance and gate receipts were good and met the targets
 - weekend packages and ‘grab a seat’ deals could have been developed
 - HNZ interested in future events and a partnership approach as they were satisfied with the process for the events
 - going forward, further investigation into budgeting for a full time project manager for any similar event
 - more people attended the two nights in Kāpiti than the four nights in Wellington altogether
 - communications and marketing was highly visible in the community.
- 8 In addition to the two test matches, the project team organised additional activities for the community whilst the team were visiting. This included both teams taking part in a powhiri at Whakarongotai Marae, including local school children performing kapa haka.
- 9 On day two, the Black Sticks visited Coastlands Shoppingtown and Kāpiti Pak’n Save, allowing shoppers to meet some of the team and the team to visit different shop owners. At the same time, other players visited Youth Quest where they took part in a facilitated discussion. Through this the young people heard some inspirational stories and the players learned about one of the local youth programmes. The remaining players were hosted at the Coastlands Kapiti Sports Turf playing hockey with school children from across the district.

Economic Development Considerations

- 10 The Council engaged an independent contractor to undertake a participant survey and investigative interviews with key businesses. The purpose was to understand the impact of hosting a significant international event in the district and to inform an assessment of the economic impact for consideration in planning future events.
- 11 The assessment gathered the following information from the 276 responses:
- 40% of respondents were from outside of the district. These respondents were questioned additionally to determine their activity and spending during their stay:
 - 49% dined at a restaurant
 - 29% used a local accommodation provider (staying an average of two nights)
 - 19% used public transport
 - 17% visited other local attractions.
- 12 The economic benefit of the visitors based on conservative estimates is \$39,000. This includes \$21,180 spent at restaurants, fast food outlets etc. \$18,480 was spent at accommodation providers. The methodology used to calculate these figures can be found at appendix three. This benefit does not include the

publicity value gained from different methods of promotion and raising of the district's profile.

- 13 As well as direct promotion in local and regional media, both matches were professionally live streamed via the Hockey NZ website. Council was given an opportunity to advertise during half time and the 'New Zealand, See & Do' promotional video for the Kāpiti Coast screened. Over both games, 1,872 viewers logged in to watch.
- 14 The Kapiti Company has commissioned a writer to write a story about both events, telling 'the Kāpiti Story'. This will be sent to a number of publications.
- 15 A number of respondents who had not visited the district before commented to collectors that they were unaware of the distance between Wellington and Kāpiti. Consequently they had sought accommodation in Wellington and travelled by car to Kāpiti.
- 16 All of the accommodation providers interviewed felt that this international sporting event was beneficial for Kāpiti Coast businesses. Local shops and café owners were also approached and whilst they hadn't noticed a marked difference in sales as a direct result of the two-day event they would all endorse similar events in the future.
- 17 A full report on the survey findings can be found at appendix 1.

Financial Considerations

- 18 The Memorandum of Understanding stipulated neither HNZ nor KCRTT should request any further funding from the Council. This commitment was fulfilled and no requests for additional support were received.
- 19 Council had assigned \$5,000 towards incidental costs. This included road signage and installation, radio and print promotion, entertainment and labour.
- 20 Incidental costs exceeded the budget by \$807.94. The additional expenditure was due to significant time, materials and labour required to erect and remove signage and to transport equipment. Additional advertising was placed several days before the event to encourage attendance despite anticipated bad weather.
- 21 The overall cost of this project (including KCRTT grant and incidental costs) was \$30,807.94.

Legal Considerations

- 22 There are no legal considerations.

Consultation

- 23 Through the debrief phase, agencies involved were invited to provide feedback.

Policy Implications

- 24 There are no policy implications.

Tāngata Whenua Considerations

- 25 There are no tāngata whenua considerations

SIGNIFICANCE AND ENGAGEMENT

26 This matter has a low level of significance under the Council Policy.

Publicity Considerations

27 A communications and marketing plan was prepared and implemented by the Project Team. Numerous media releases were sent to local media highlighting the success of both games.

RECOMMENDATIONS

28 That the Council notes the international hockey matches held in November 2014 were considered by participants and spectators to be a successful event and that local businesses, particularly accommodation providers, would support similar events in the future.

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ATTACHMENTS:

Appendix 1
Appendix 2
Appendix 3

Survey Results
Survey Analysis Report
Economic Impact Finance Methodology